

CLAIMS

1. A method comprising:
 - 5 defining a user interface of a service including defining of a branding element of the service;
 - defining a plurality of features of the service, each feature having one or more concepts, and associating the features with the user interface;
 - receiving a service request expressed in terms of one or more concept of one
 - 10 or more of the associated features;
 - providing a solution to the service request employing the user interface having the branding element.
2. The method of claim 1, wherein said defining of an user interface further
- 15 identifying one or more icons, buttons, or menus.
3. The method of claim 1, where said defining of the features comprises identifying resources of the features.
- 20 4. The method of claim 3, wherein said identifying of resources comprises identifying one or more images, HTML pages, or style sheets.
5. The method of claim 3, wherein said identifying of resources comprises identifying data items of databases on a client device consuming the branded
- 25 application, to be updated.
6. The method of claim 1, wherein said associating of the plurality of features with the user interface comprises jointly expressing the user interface and the features in terms of XML statements.
- 30 7. A computer readable medium containing computer executable instructions for performing the actions of the method of any of Claims 1-3 and 6.
8. An apparatus having a processor coupled to a memory containing
- 35 computer executable instructions operative to perform the actions of the method of any of Claims 1-3 and 6.
9. An apparatus having a processor coupled to a memory containing computer executable instructions operative to perform the actions of the method of
- 40 Claims 1, wherein the apparatus is a wireless mobile phone, further comprising a communication interface.
10. A method of branding a user interface of a wireless mobile device according to a predetermined appearance standard, the method comprising:

in response to a triggering event, obtaining a feature-specific data package from a remote server;

said feature-specific data package specifying a user interface branding component designed to brand a user interface formed using said user interface component in accordance with an associated feature tree; and

dynamically forming and branding the user interface of the wireless mobile device with said user interface branding component.

11. The method of Claim 10 wherein said user interface branding component is selected from the group consisting of: fonts, colors, buttons, icons, images, text, sounds, and documents.

12. The method of Claim 10 wherein said feature tree comprises locations of said branding component on the wireless mobile device.

13. The method of Claim 10 wherein said data package specifies a location of said user interface branding component on the wireless mobile device.

14. The method of Claim 10 wherein said data package includes said user interface branding component.

15. The method of Claim 14 further comprising storing said user interface branding component on the wireless mobile device.

16. The method of Claim 10 further comprising rendering a plurality of preexisting user interface branding components on the wireless mobile device.

17. A computer readable medium containing computer executable instructions for performing the actions of the method of any of Claims 10-16.

18. A computer system having a processor coupled to a memory containing computer executable instructions operative to perform the actions of the method of any of Claims 10-16.